



CITY OF FRISCO
FRISCO ATHLETIC CENTER
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TO: Members of the Parks and Recreation Board

CC: Henry Hill, Deputy City Manager

Rick Wieland, Parks and Recreation Director

Marcy Jones, Recreation Services Manager

FROM: Michelle Zelrick, Fitness Program Supervisor

DATE: February 3rd, 2010

SUBJECT: Monthly Report on the Registration, Participation and Revenue of the Fitness Programs within the Parks & Recreation Department

The FAC hosted another instructor training in December, bringing more awareness to the facility. The FAC now offers member orientations twice a month to help increase awareness for Personal Training. In January 2010, the fee for service class revenue has shown an increase of \$1740 from January 2009. The Fitness Department has offered six new programs to help members reach their goals in fitness. Group Fitness participation saw an increase of 64% in January 2010 from 2009. The members have been very appreciative of the new classes.

Fitness Programs

	2009			2010	
Boot Camp Fitness	38	\$5,095		45	\$6,409
Combat Club	6	\$546		7	\$497
Extreme Fat Loss Circuit	8	\$1,463		15	\$2,800
Game Day	1	\$99		2	\$98
Men of Valor	8	\$1,511		5	\$899
Personal Training (clients)	42	\$11,910		32	\$8,719
Home School Fitness	0	\$0		15	\$1,614
Kids Fitness Made Fun	6	\$633		19	\$2,008
Zumba	9	\$585		10	\$448
Revive Inside	8	\$3,000		0	\$0
Total Body Construction	5	\$667		1	\$147
Restore the Core	3	\$199		0	\$0
Stroller Fit	4	\$220		0	\$0
Basketball Academy by Synergy	0	\$0		8	\$759
Fundamentals of Fitness	0	\$0		3	\$150
Metabolic Strength Training	0	\$0		4	\$300
Teens N Training	0	\$0		3	\$180
Ultimate Frisbee	0	\$0		5	\$1,438
Drop In Revenue	n/a	\$0		32	\$1,204
TOTAL	109	\$25,927		140	\$27,667

Total Revenue for Fitness	\$25,927	\$27,667
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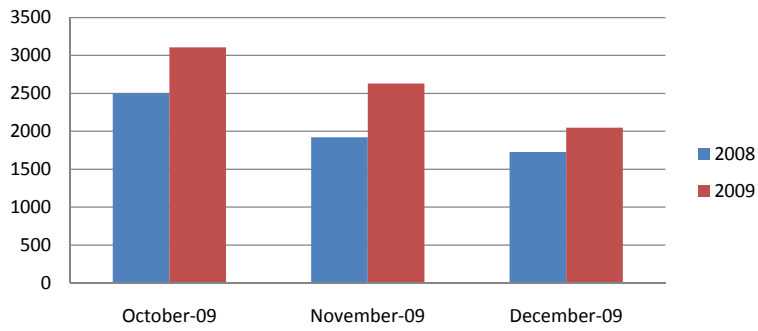
The spreadsheet below represents the number of participants that are taking advantage of the specialty fitness programs and services offered at the Frisco Athletic Center.

Frisco Athletic Center

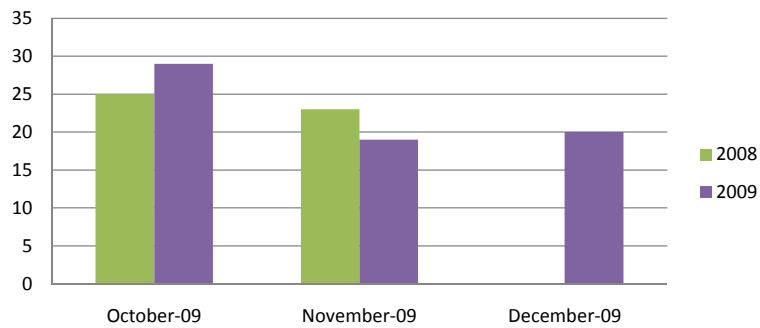
Number Of Participants Comparison

Month	Group Exercise		Personal Training		Fee For Service		Fit Cycle	
	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010	FY 2009	FY 2010
October-09	2499	3107	25	29	158	162	563	575
November-09	1920	2630	23	19	128	132	448	590
December-09	1728	2046	0	20	63	106	575	637
January-09	3317	5084	42	32	129	142	704	858
February-09								
March-09								
April-09								
May-09								
June-09								
July-09								
August-09								
September-09								
Year Total	9464	12867	90	100	478	542	2290	2660

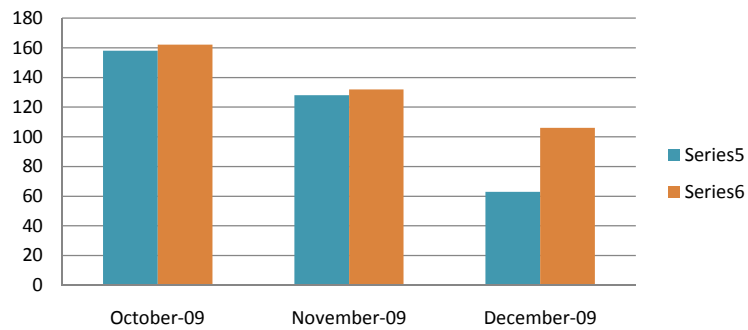
Group Fitness



Personal Training



Fee for Service



Fit Cycle

